

Détail de l'offre : China Marketing and E-commerce Manager

Partenaire	CCIF	Chambre de Commerce et d'Industrie Française en Chine (CCI FRANCE CHINE)
Adresse		Suites 201-222, 2F, Building 81, No 4 Gongti North Road Chaoyang District, Beijing 2/F Mayfair Tower, 83 Fu min Road, Shanghai Room 802, 8/F Leatop Plaza, 32 Zhujiang Dong Road, Zhujiang New Town, Guangzhou / Room 318, 3/F Chinese Overseas Scholars Venture Building, Shenzhen Hi-tech Industry Park, Shenzhen
Ville		Pékin Shanghai Canton Shenzhen
Référence		21D1631694639
Titre		China Marketing and E-commerce Manager
Description du poste		<p>Key Responsibilities</p> <ul style="list-style-type: none"> * Handle brand communications (offline / online) with both customers and retailers through social media posts / blog articles or events / merchandizing * Conduct e-commerce strategy and daily management of TMall partner * Interact directly with established clients through various means and follow up on clients' interests and requests (content, video, displays) for the marketing side * Interact with sales team to fit customer needs including deadlines * Drive social media strategy and be the leader for content generation through customers and sponsored KOL * Ability to translate English content we receive from HQ to Chinese (catalogue, social media posts, products key selling points) * Source local partners to create offline materials (catalogues, displays, POP) * Organize events during peak season (B2C) / Trade show (with support of HQ) including booth design * Conduct market research and competitors' analysis. Present a summary of findings to the sales team and management * Report effectiveness of all Marketing activities (events, social media, merchandizing) * Work on partnerships with selected brands or venues (schools) to expand footprint * Participate in customers training of our product portfolio, both online (wechat groups, TMall event) and offline (B2C / B2B events)
Type de contrat		Emploi
Description de la société		Our client is a leading, international scooter brand, present in over 85+ countries. It is looking for a leader of its CHINA offline sales team to manage both current customers and expand the portfolio.
Localisation		Shanghai
Pays		Chine
Profil recherché		<p>Key Requirements</p> <ul style="list-style-type: none"> * Educated to degree level in Marketing or Communication is preferred. * 2-3 years experience in similar position * Fluent in mandarin and English is a must. French is a plus * A personable, clear communication style is key. * Results-orientated, highly-organised, proactive individual is essential. * Ability to work on own initiative, under direction and within a team is important. * Excellent time management skills are required.
Expérience		Débutant (-3 ans)